



# 7. Ideation

## Assisted AI (teacher appointed exercise)

For our first ideation session our teachers asked us to come up with a few AI assisted concepts for a personal project they were doing. Our approaches of using AI varied from using AI to assist in the data analysis for the design, using AI to help find connections between concepts and data, and using AI to help develop an initial concept into an actual idea in terms of logistics. Although this was not a crowd favorite, the structure in thought that this AI assistance forced us to have (as we couldn't just do anything we had to come up with a prompt and use the content we were given) gave many of us perspective on what real boundaries exist in terms of achievability, design, and just general conceptualness and how unique/innovative the idea was.

### Brain

Used in the teacher appointed exercise as well as our own personal ideation sessions, brain dumps are great as they require no structure or guidelines - everything is acceptable. The process of using a brain dump is exactly what it sounds like, you dump whatever random idea comes to mind onto your ideation paper, whether its relevant or not. The method to then develop it from idea to concept can range from an actual method like Crazy 8's or just unstructured idea development where you use arrows and form a very strange unintended brain map.

Brain dumps are great as they allowed us to spot patterns in thought both across the group and within ourselves. Additionally, the freedom brain dumps give you allowed many of us to venture outside of stereotypical warehouse and "Dutch-related" ideas and really think of unconventional and innovative ideas - showing us the difference between what we thought our vision should be to what it could be. Therefore, we used this through the whole process, at multiple ideation stages.

### Dump

## Crazy 8s

Crazy 8s, the classic group ideation method. Basically everyone has a limited time to write down as many ideas as they can (BRAIN DUMP MENTIONED) onto their allotted paper/ post-it note, once the time is up the paper is swapped with the person next to them and the timer starts once more. After everyone has written something on every piece of paper and everyone gets back their original yet improved ideas, a group discussion starts regarding what was generated. This method was the most significant to us as it helped tie together what feedback we received on our initial ideas while still generating and building on existing ideas, making everything connect and come together. It also benefitted us by allowing us to really dissect what prejudice or concepts may have already taken root in our minds regarding Loods M and we were able to identify and use these patterns by either disregarding them or strengthening them and changing them into something we can use.



# 8. Conceptualising

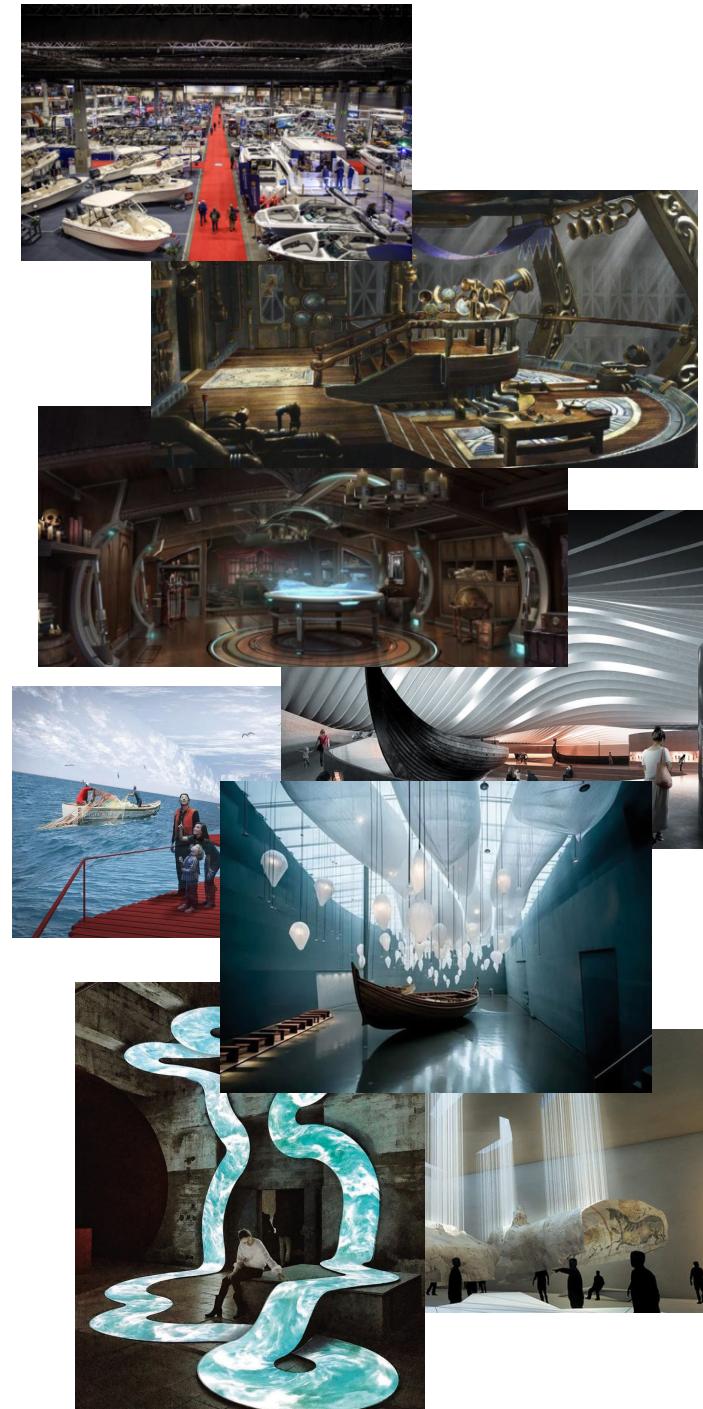
## INTEGRATING MAASSLUIS' TRADITIONS AND VIBE:

**Maritime hub and Exhibitions** - These 2 concepts focus on incorporating the rich maritime history of Maassluis by having on-site exhibitions (hence the name haha). These were chosen due to how familial we thought it would make Loods M appear to the locals. Additionally, we felt that if we wanted to really make an impactful design, it was important to consider the history and traditions of our site, and what better way to honor that than to have such a big piece of Maassluisian culture within our warehouse.

**Interwoven** - Unlike the previous concepts, this one focuses more on the mechanics of Maassluis, most notably the pipes. You see, Maasluis' boats weren't just significant and brought pride to the people because they were pretty, the boats were also very developed pieces of machinery - helping the Dutch during wars and rough trips across the sea. We thought this was a very interesting yet overlooked vibe that Massluis seemed to have. This concept was also important for us to include as we learned from previous research that the locals are not always too fond of tech-heavy stuff, but are very familiar with their boats - hence, mechanics. The Interwoven concept will bring a steampunk feel to our final concept, bringing an edge to an otherwise very relaxed vibe so far.

**Maasluis manifested** - Similar to the ones above, this concept is a more general approach to incorporating the Maassluisian spirit in our warehouse. Not limited to boats or pipes, this concept explores how we can use various installations to really have Loods M become a part of its surroundings. This idea was very important for us to develop as it didn't just focus on one aspect of the Massluisian culture, allowing us to not only have a more interesting end product (that isn't just boats and pipes) but to also make Loods M feel personal to the locals by appealing to who they are and making them feel seen.

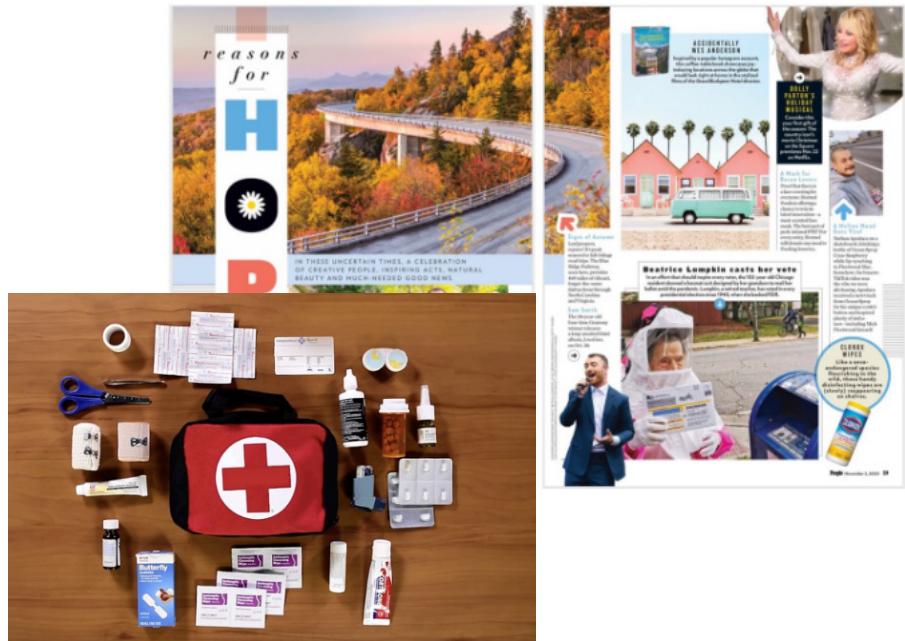
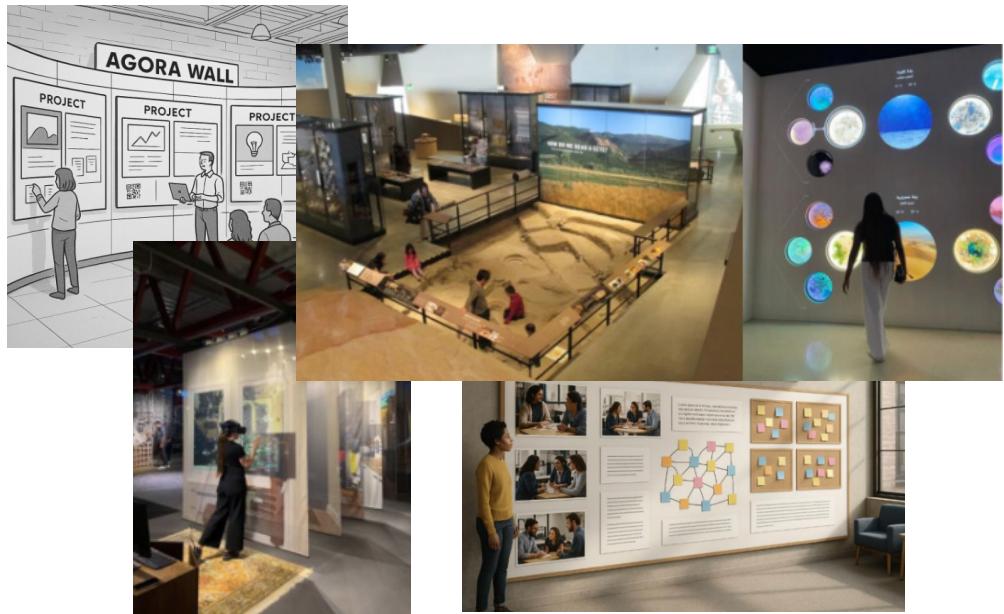
**Outside in** - This concept focuses on how we could include the actual nature of Maassluis within our warehouse. Full of canals and very clean, we thought it could be interesting to develop the concept and really see how we could incorporate the physicality of Maassluis. Due to how heavily our previous ideas until now focused on the traditions of Maassluis we thought it would be a good idea to balance this out by also including some of its natural elements as well. This will not only make for very interesting visuals, but will also keep our future concepts from seeming like another boring history museum.



## A WALL/PLATFORM FOR THE LC'S TO SHOWCASE THEIR WORK:

*The agora wall* and *The visible network* and *Storytelling wall* - All these 3 concepts delve into the importance of transparency within the LCs, as well as between the LCs and external parties. Through the use of a physical wall, we thought it would be important for our final concept to really ease the communication for the LC's and other parties as it is something they reported they continuously struggle with. These concepts are essentially bulletin-boards for the LCs to track their own progress, as well as see the progress of others, as well as share it with the rest of the world, allowing for seamless and easy debriefing with others.

*The hybrid LC hub* - Similar to the concepts before it, this concept digitalizes the work of the LCs, keeping their viewers aware and up to date. This is especially important for us to consider and use in our final concept as the LCs sometimes work in hybrid settings, as well as need to pass on information to new coming LC members. This digitalization will help not only in documentation of work, but also in clarity and transparency between LCs and other people.



## ONBOARDING ELEMENTS FOR NEW LC MEMBERS:

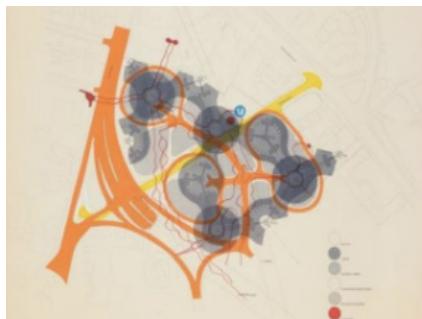
*Community circular and project magazine* - This concept was unique as it not only focused on the documentation of the LCs projects, but also offered a more relaxed, creative way for the LCs to share their work. The magazine concept is super unusual in our digital age and because of this we thought it would be essential in our final concept. Not only is this idea fun and interactive, it will also follow up on our want to allow the locals to feel comfortable by using not so tech-heavy elements.

*Newbie onboarding kit* - The onboarding kit is a very innovative concept as it focuses on the struggles we know many new LC members have when it comes to onboarding into their community. The hours are different, the work flow is new, and the people are all estranged from them. By offering an onboarding kit we thought we could stand out from the rest of the competition and show up with a concept that is not just experience based for anyone, but also has layers as this will only be accessible to new LC members and not the general public.

**Cozy Study Cafe** - From previous interviews we understood how overused the current kitchenette is and how the people want better facilities. A cafe area will not just be ideal for the renovation of the kitchenette, but will also offer visitors a chance to extend their stay at Loods M by accommodating to their hunger and thirst needs while also offering them a relaxing place for a break. This concept is very important for us to include as we tend to focus very heavily on all the visuals and interactive elements that we often forget that people can become overwhelmed or tired. This sweet escape will balance whatever crazy and creative concept we decide to use for the warehouse area by giving our visitors an area they can destress in.



**Loods M as a community** - Although we know the client wants to draw more people in, it is important that we always keep in mind that that doesn't just mean clients, it means building a community. This concept will keep us grounded and remind us that our main focus should not be on the recruiting but rather the building up of interpersonal relationships between the LCs, the locals of Maassluis, and their current stakeholders.



**Work pods** - This concept will also remind us that at the end of the day, Loods M should be utilized by the LC members and should therefore have designated work spaces. For the best experience, these work pods will accommodate the needs of the LC members by having built-in access to their online shared cloud.



After a short meeting with our tutors we then proceeded into developing the ideas via more brain dumps as well as a crazy 8's session and decided on a list of things we wanted to incorporate in our final concept:

- Newsletter
- Mystery file (info set)
- Newbie care package
- Physical/digital board
- Mind map of how the projects connect
- Hybrid pods
- Steam punk aesthetic
- Digitally controlled tables
- Light and ceiling installations
- Maassluis themed dock
- Specialized separate areas within the common space

# 9. Chosen Concepts

We found that all our ideas could be split into 3 distinct concepts:

To take these concepts on and develop them both visually and logically with our insights we decided to split up into pairs and each tackle their own concept. Here is how each developed:

## Concept

### A Maassluisian harbor theme

This concept was the most thematic and grounding one for us. Although we had 2 more concepts that dealt with more complex and specific elements, this concept was more broad and allowed us to have a structure to follow for a more holistic end concept. Not only is this concept tradition-heavy it also focuses on the physical aspects of Maassluis giving us an easy way to bridge both of our previous concepts for the locals of Massluis. We decided to develop this concept a bit more as we felt we wanted this concept to not just be thematic but to also be a bit more practical. Equipped with river-like pathways and a metaphorical waterfall of life, our concept became more technical as it gave a physical body to our previously mentioned The agora wall and The visible network and Storytelling wall.

### A steam punk old-with-the-new vibe

We decided to develop this concept a little more in terms of complexity but made sure to still maintain the steampunk aesthetic throughout. With modular furniture, sci-fi tech, and innovative elements, this concept was meant to be the more practical side of Loods M. We wanted to make sure that there will also be something after the onboarding experience for new LC members, as well as something to keep existing members and locals coming in to work on their own personal projects there.

### A Massluis starter kit

From being very broad in elements we decided to narrow down this concept into 3 simple objects - a starter kit, a magazine, and meeting pods. This is because they are essentially what every new LC member would need. This concept is also very distinct from the 2 other ones as it focuses on UX that is experienced over a period of time and not just at one point. Since it will take some time for the new LC members to settle in we thought this concept would be an interesting approach to an otherwise space-focused design for Loods M.

## Post-Presentation Client Notes

This concept was really good, and the water and flowing metaphor aligned with the research and values of the LC.

This idea was a good base to the concept, and tying that in with technical details is important.

It was visually appealing, and the immersion we needed shined through.

The client encouraged building upon this idea and tying that more into the LC.

The client wanted to ensure a way for private LC data to not be available to the outside visitors.

The natural elements mixing with the technological makes sense for Loods M and the LC's sustainability.

The physicality of not just having touchscreens was something the client liked

The client really liked the steampunk aesthetic, and urged us to work with that.

The client remarked that the style would work well with Loods M, as well as with the community in Maassluis.

The client and teachers remarked that the steampunk style should blend in and work for the design, not be the whole design

The client wants to combine the hybrid pods with the other concepts.

The client really liked the practicality of the concept, and how it is something they could immediately instil.

The client did not want a concept that takes a lot of input and repetitive effort from the LC.

# INSTILLATIONS

## MAASSLUIS: MANIFESTED

"The Learning Community emphasises on the importance of curiosity in its members, and people in the community around them."

"Maassluis has a deep and rich history."



Communication River  
A projected river guides visitors through the space; past graffiti walls, where messages flow via light to the info center.



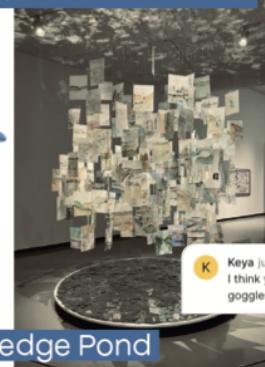
Designed to mimic Massluis harbour waves, drawing in natural light and using colored fabrics to create an underwater feel with shifting blue shadows and light spots.



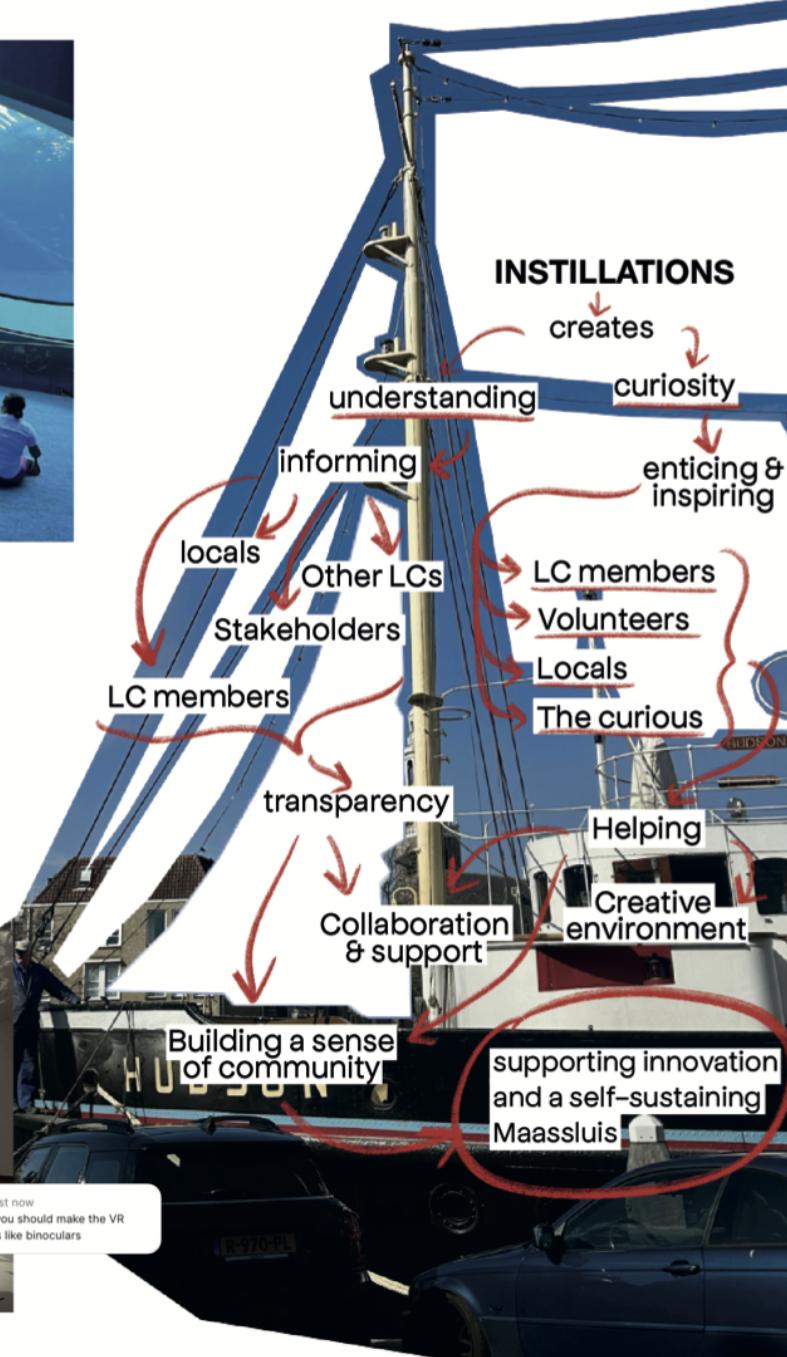
Creates a cozy, flexible space where curious visitors can customise their surroundings to reflect creativity, engage with and immerse in instillations, and relax.

Knowledge Pond

The knowledge pond receives all the rivers' information, and stores and displays it for the user to understand the projects and add remarks and be more involved.

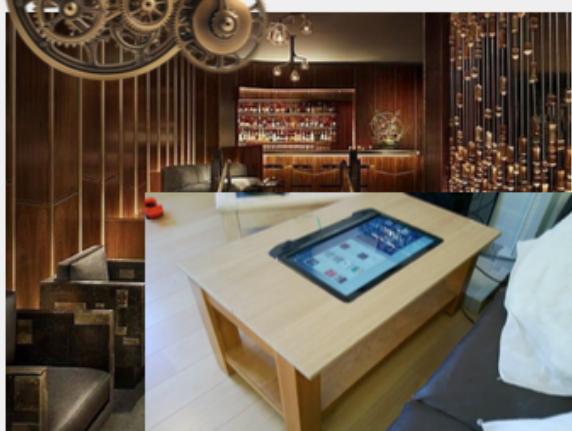


K Keya just now  
I think you should make the VR goggles like binoculars



# OLD WITH THE NEW

Where heritage meets innovation



## VALUE PROPOSITION

Loods M is not just a learning space—it's an immersive environment where creativity flows like the canals of Maassluis. Designed for hybrid learning communities, the warehouse comes alive through movable LED screens that glide along S-shaped tracks—embracing each gear-shaped hub or the central organic table to create fully customizable zones. Whether it's a focused sprint in a corner hub or a large-scale session at the heart of the space, every area adapts to the needs of its users. Surrounded by raw steampunk aesthetics and historic maritime engines, this is where old wisdom meets new energy—inviting engineers, thinkers, and creators to collaborate, shape, and return. Again and again.

Many LCs say they would be more productive if they felt this was more official (i.e., have proper desks, and set meetings = more professional)



LC's lack a proper office and consistent meeting spot



Maassluis has a deep and rich history as a harbour, which the local are very proud of



For

Creative learning communities seeking hybrid, inspiring environments to collaborate and explore

who

Students, engineers, designers, researchers, and facilitators from diverse faculties.

our space

A steampunk-meets-maritime warehouse where gear-shaped hubs and a central organic table meet movable LED screens on canal-like tracks.

unlike

Plain classrooms or rigid co-working spaces that limit imagination and collaboration.

we offer

A fully customizable, atmospheric hybrid learning space where people can reconfigure their environment, blend physical and digital input, and build connections that last.

why return

Because it sparks ideas, invites ownership, and honors both history and the future of learning.

## USER JOURNEY MAP

STAGE	ACTIONS	THOUGHTS & FEELINGS	TOUCHPOINTS
Arrival	Enters warehouse, greeted by steampunk ambiance	This place feels different - cool and inspiring	Entrance signage, warm lightning, industrial vibe
Setup	Finds assigned hub or chooses a corner to work	I love that I can shape my space	Gear hub tables, moveable screens on rails
Session	Users physical + digital tools to brainstorm and create	Feels natural to share ideas and collaborate	Interactive table, touchscreen
Hybrid Collab	Joins a group with remote participants via big screen	It is like we are in the same room, even online	LED screen with split view + camera
Cross-hub Sync	Walks to the central organic table for group dialogue	I see how everything connects now	Digital interface, export tools and QR code links
Wrap-Up	Saves ideas, uploads notes, gets feedback	This is the space I want to come back to	Digital interface, export tools and QR links

# MAASSLUIS STARTER KIT

"It can be hard for a newcomer to catch up to the others with resources and knowledge."

"At the beginning, for us, it was a little bit not so clear how this community works. "



**project magazine**  
created from previous projects in printed form and digitally, to inspire and include the people from Massluis, and newcomers. The projects can display contact numbers and resources used, and could be used as a "library".

**newsletter**  
sent every second week with upcoming events, updates, ongoing projects and meeting-schedules via e-mail, and also in printed form, to keep LCs connected and up-to-date.

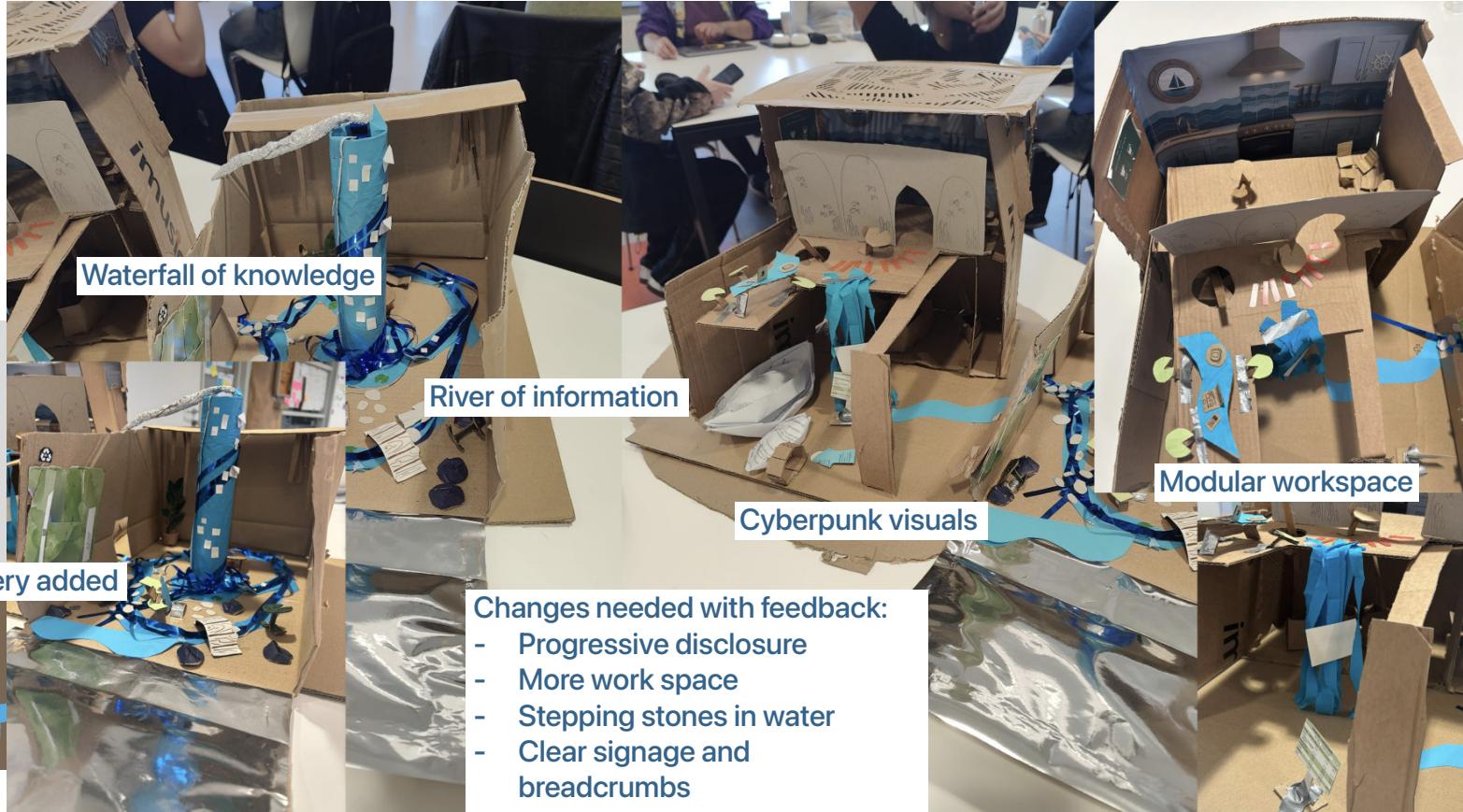
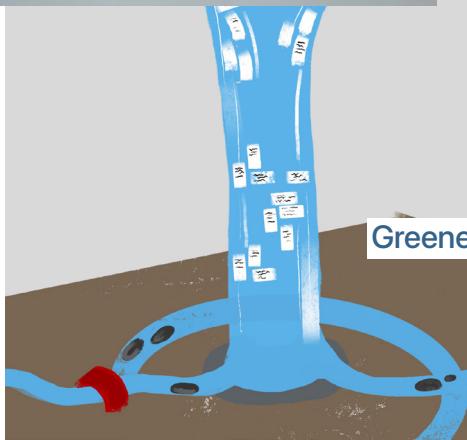
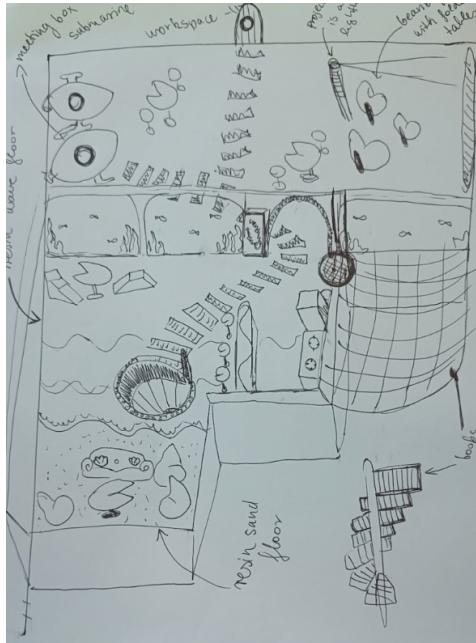
**onboarding kit**  
A "first aid kit" received when joining the LC containing a notebook full of resources, important phone numbers, a set of ideating cards, stickers, a keychain & pen with the logo of the LC to feel included and excited.

**storytelling board**  
open area on the wall to put up resources, mind maps, mood boards, add comments in a physical form, can be used to hold meetings in front of and explain connections, ideate and see the whole process right away.

**hybrid pods**  
Private working/meeting pods set up with digital screens and materials, soundproof doors and fast connection for easy online meetings and productivity.

## 10. Final ideation

With the client feedback, we worked to ideate on our final concept, and did this through sketching, brainstorming, and finally- creating a Maquette out of bardboard and other craft materials to visualise the space, what we could do with it, and communicate it to each other.



## Changes needed with feedback

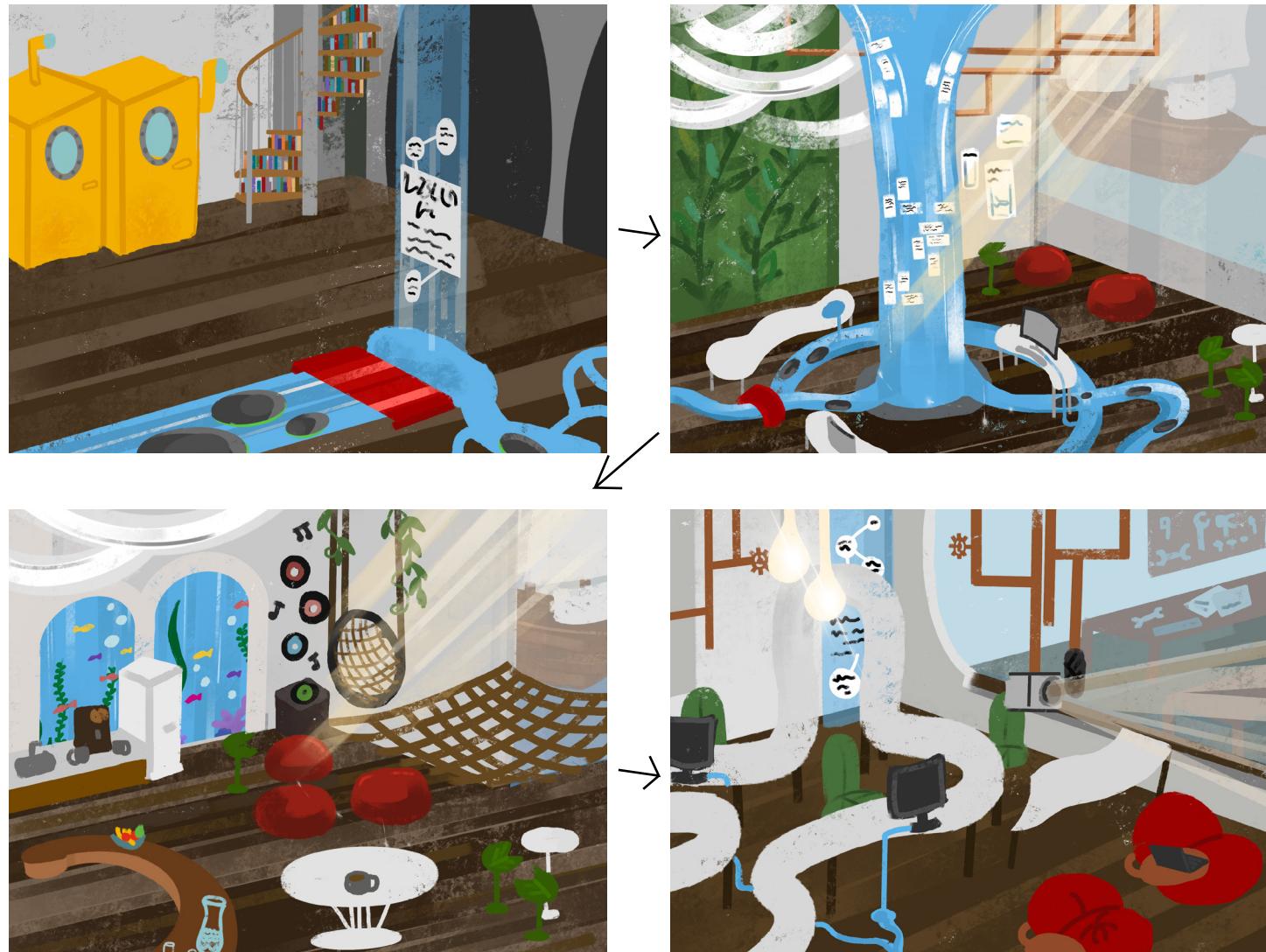
- Progressive disclosure
- More work space
- Stepping stones in water
- Clear signage and breadcrumbs

# 11. Prototypes and visuals, & testing

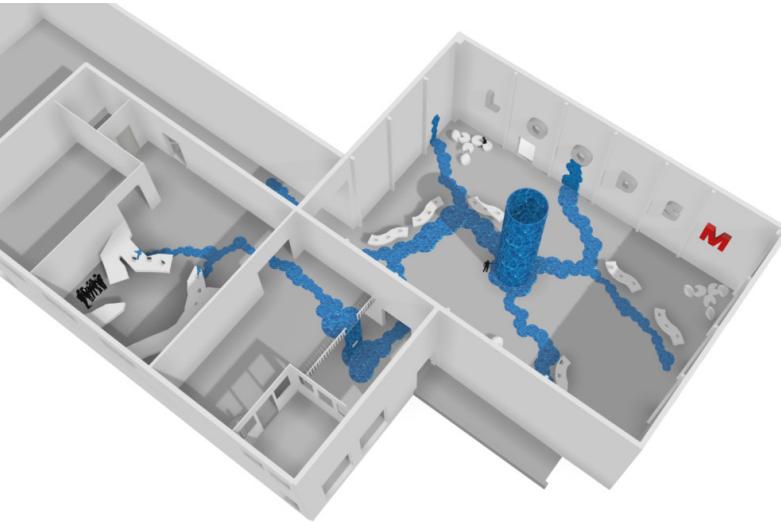
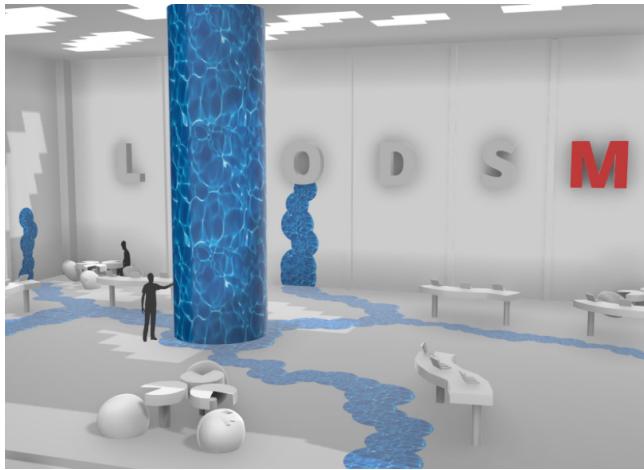
We created a wide variety of prototypes and visuals even outside the Maquette, and used them to test, visualise, and communicate our design. It helped understanding all these different perspectives of the design, and how some forms could help understand the space (3D models etc.) while some the immersion and visuals (drawings and moodboards etc.). All of them came together to test different aspects of the design.

## Sketches

Sketches helped a lot show the visual appeal and importance of beauty in our concept. With our concept building, we realised that natural forms, lights, and shapes should blend well together with other pretty technological aspects like lights, projections etc. This intersection has to be seamless, and should encourage each other's beauty instead of compete. Visuals like this helped show that, and demonstrate our idea and concept.

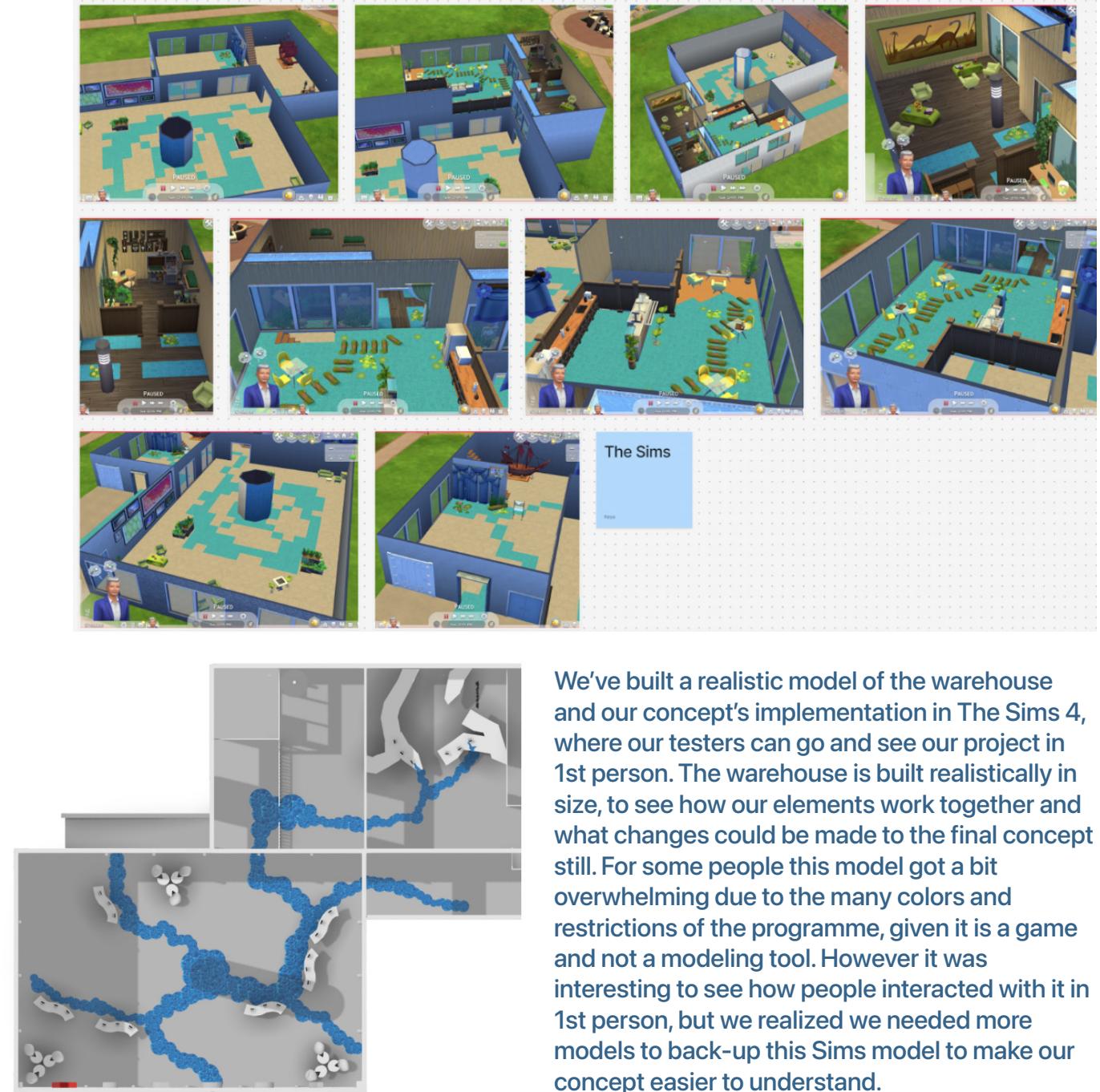


# 3D models



This 3D model was created in Vectary, a browser-based tool for modeling and sculpting. It helps showing the scale of the space in a clear and realistic way.

Since we are designing a physical environment, using architectural visualization is both relevant and effective.



We've built a realistic model of the warehouse and our concept's implementation in The Sims 4, where our testers can go and see our project in 1st person. The warehouse is built realistically in size, to see how our elements work together and what changes could be made to the final concept still. For some people this model got a bit overwhelming due to the many colors and restrictions of the programme, given it is a game and not a modeling tool. However it was interesting to see how people interacted with it in 1st person, but we realized we needed more models to back-up this Sims model to make our concept easier to understand.

# Design Analysis

Through all our prototypes, visuals, and testing, we understood our user journey better and better. Our synthesis wall, and user journey templates helped ensure we had everything prepared before making a larger scale model that is ready for testing.

To better understand how different people might interact with the space at Loods M, we created two user journeys: one for Anna and one for Jamal. Anna is a curious passerby who discovers the space for the first time, while Jamal is an active Learning Community member with specific goals. These journeys helped us look into key moments, emotions, and needs from both new and experienced users. This insight guided our design decisions to make the space both welcoming and functional.



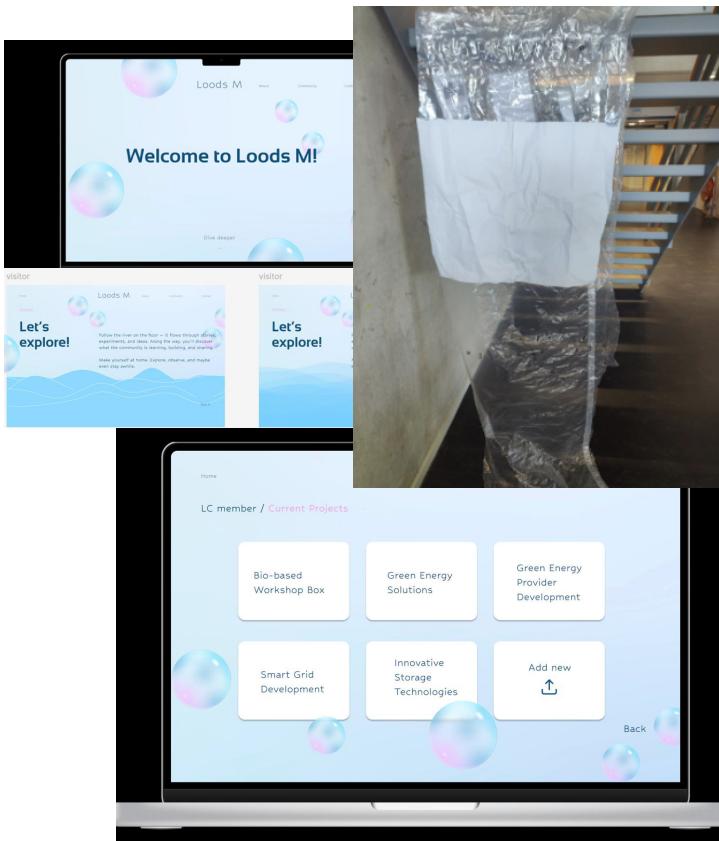


# 12. Final Prototype & Testing

To test how someone like Anna, a curious first-time visitor, would experience the space, we built a simple lofi IRL prototype based on her user journey.

## Intro Waterfall

This was the first real interaction. We used a laptop with a Figma screen to simulate what the user would see. It gave them a quick intro and made the space feel approachable right from the start.



## River

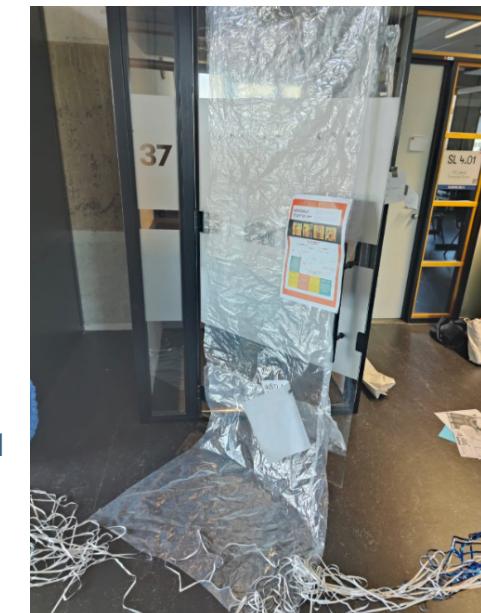
The blue garland on the floor acted as a guide. For the user, it worked as a subtle way to lead them through the space, keeping them engaged without needing signs or instructions. We even saw people who were not testers, follow the garland since there was a class about to start, next to the testing area.



## Main Waterfall

At the end of her journey, the user/tester reached the main interactive point. By "clicking" on the water, they had dropdowns appearing with info about the Learning Communities. It made them curious and they kept clicking. Some testers even wanted to join the Learning Community.

This test helped us understand how to design for first-time users, making sure things are clear, inviting, and flow naturally.



During the design phase, we ran multiple tests to see how people interacted with our space and concept. Most of the time, we just let them explore freely after giving them a bit of context about what the design was and who they were supposed to be like a visitor or a student.

The most important test we did was focused on the cylinder waterfall and what happens when someone first enters the space. We created a simple, low-fidelity setup where a person would walk in, interact with a waterfall near the entrance, and then follow the water stream on the floor. This led them to the main cylinder waterfall, where they could interact with it and read more about the Learning Communities.

#### Methods:

We used role-playing scenarios for our testing, we provided each tester with a scene and persona they have to immerse into, and then we asked them to experience our setup, and then reflect on it afterwards during a quick interview.

#### User #1

In this case, the tester felt a bit lost in the situation and had a hard time navigating it, he couldn't really see the whole picture or engage with it.

The whole process felt chaotic; he missed the information stream, and the info on the wall just added to the confusion. But he was the first tester, and even the way the water flowed was different back then. So he didn't even notice the LC members who were already there; he just walked right past them. To ensure this didn't happen in later tests, we changed it so that the stream actually flowed around the students.

#### User #2

The testing session had a light, exploratory, and humorous tone. Our lovely participant was full of joy and curiosity.

During the testing, she even expressed interest in becoming an LC member, which shows how engaged and inspired she felt during the session. We are not sure the information stream was actually clear or understandable to her, but she quite easily got familiar with the waterfall column feature.

#### User #3

This tester went through the experience with a lot of curiosity and excitement. She needed a bit of guidance here and there sure, but for the most part, she navigated things pretty well. When she was thinking out loud, it really helped us — we could follow how she was making sense of everything she saw. Honestly, we can say she stayed positive and genuinely interested the whole time. Even when some things got a bit confusing, she didn't lose focus. Later she even asked if she could join and come back next week, which kinda shows that the whole concept really made sense to her.

#### User #4

The testing process was easy enough for them to understand and follow, and we got a chance to see what kind of problems older people might run into when they visit the place. They wandered around with quite a bit of curiosity, but they did complain that they're a bit too old for this tech world.

We also got a lot of helpful feedback from them, like how we should include features that are suitable for older people too. For example, having the written content read out loud. Instead of text we could use simple visuals, which is also helpful for those who are not that familiar with technology. Another part of their feedback was to add haptic feedback or other sensory elements. These multi-sensory features could make the experience a bit more immersive.

experience our setup, and then reflect on it afterwards during a quick interview.

## Test results

Both we and the testers had a lot of fun during the testing. We also gained valuable insights that we could use to improve the project's design.

One of the main takeaways is to keep the design simple, so it's easier to follow. Another one is to add a bit more fun into the design - like visuals or sound effects. We learned that we should work on guiding the user more clearly and be more straightforward about what we want them to do.

## Iterations:

After the first test, we changed the entrance, so that the waterfall was more visible with the guiding info. We also changed around the waterflow a bit, to make it more followable. After our second test we've put up a button and a more interactive UI layout, prompting our tester to press/interact with it more. After the third test we decided not to put up the project in whole, rather just their title and small informations about them, as the whole projects were overwhelming for our testers.



# 13. Final Design

Our concept starts with a waterfall; based in the center of the warehouse this is where both knowledge and users meet, both guided by the magical flow of a hybrid water stream. As LCs meet for their daily work, they can utilize Loods M anyway they want; equipped with modular furniture for absolute comfort and efficiency, resources for either hybrid meetings or solo work sessions, and even a relaxing cafe in which they can unwind and replenish their body - all of which follow our theme of Maassluis, but renewed. Unlike other workplaces, Loods M is not just a hub for its members, but rather considers everyone a part of its family; with information stations and transparency from the LCs' projects, the locals too can enjoy Loods M by either becoming informed on the latest projects, or simply utilizing the workspace and enjoying the design.

## COMMUNITY SPACE:

To bring the people of Maassluis and the LCs closer, we made sure to have full transparency in our design of content allowing the LCs to show their work, communicate and highlight the importance of their existing values with the locals.

### Corresponds to insights:

- The LCs encourage community building
- The Maassluisian Municipality is heavily involved with its community and is an active participant in M Loods.
- Members want to get to know each other better and stay in contact.
- Due to slow pace and privacy requirements, many locals lose interest and feel outcast from Loods M

## RIVER OF COMMUNICATION, WATERFALL OF KNOWLEDGE:

The waterfall of knowledge, our heart of Loods M, serves as an information hub of LC projects. Fed by the communication rivers, the warehouse has a sort of flow, showing users that just like how they are guided through the warehouse physically, so is the digital content, allowing everything to meet in one place.

### Corresponds to insights:

- Having Loods M be a space to display projects is a good way to inspire & communicate the projects
- LC members meet frequently but still face problems with storing and sharing information.

## NATURAL LIGHT AND FORMS:

Although we live in a very tech-relying society, not everything has to be digital - using natural light from outside, Loods M will not only become more sustainable but will also offer users the illusion of freedom - as if they are outside getting a fresh breath of air. This is not only good to keep the visitors of Maassluis from having screen fatigue, but will also be a more sustainable option for interesting lighting options within Loods M.

Corresponds to insights:

- LC members wish for Loods M to be practical to stay in for extended periods of time within the workday

## MAASSLUIS INSIDE & OUT:

Bridging technology with nature, our design is meant to make the user feel as if they have entered a new world, one filled with magic and life. Making sure to keep the aesthetics of Maassluis, we included vibrant visuals, oceanic views, and harbor-related elements.

Corresponds to insights:

- Contrary to assumption to assumption, older locals in Maassluis use technology too, but prefer it to be perceived as not too advanced

## ISOLATION PODS AND COLLABORATION SPACES:

Fit for every working scenario, Loods M is equipped with social areas - useful for workshops and group meetings, a projector room - ideal for presentations and hybrid learning opportunities, and submarine-shaped booths - perfect for solo meetings or those of us who just need some quiet time to focus.

Corresponds to insights:

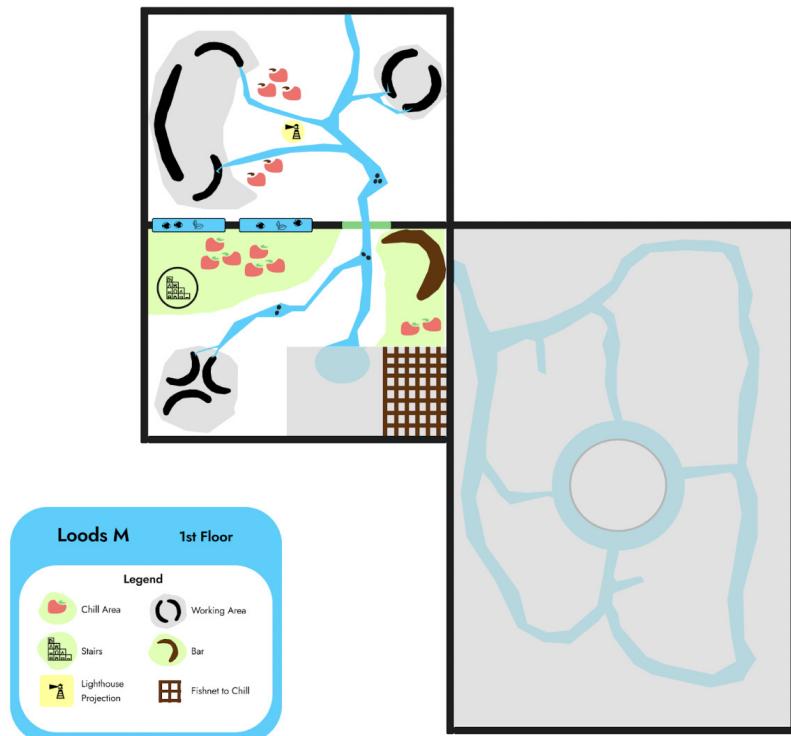
- The LC wants to attract more students to participate in activities at Loods M and to join the LC

## MODULAR FURNITURE:

By having furniture that is easy to rearrange and adapt to your personal needs, we hope to spur creativity and freedom in our workspaces. While providing comfort they are still functional, shaped for work and socialisation; reflecting how we want Loods M to be perceived by the locals - adaptable, interesting, and fun.

Corresponds to insights:

- M Loods wants to be a local hub for curious people.
- LCs emphasise on their diversity and love using their different perspectives for problem solving.



### External Signage

This is the first thing people see. It gives a quick intro to what the space is about and sets the vibe before they even walk in.

### 1st Waterfall

Right at the entrance, there's a small waterfall. It's the first interaction and meant to spark curiosity, a bit like a teaser for what's coming.

### River (Floor Projection and watery layer)

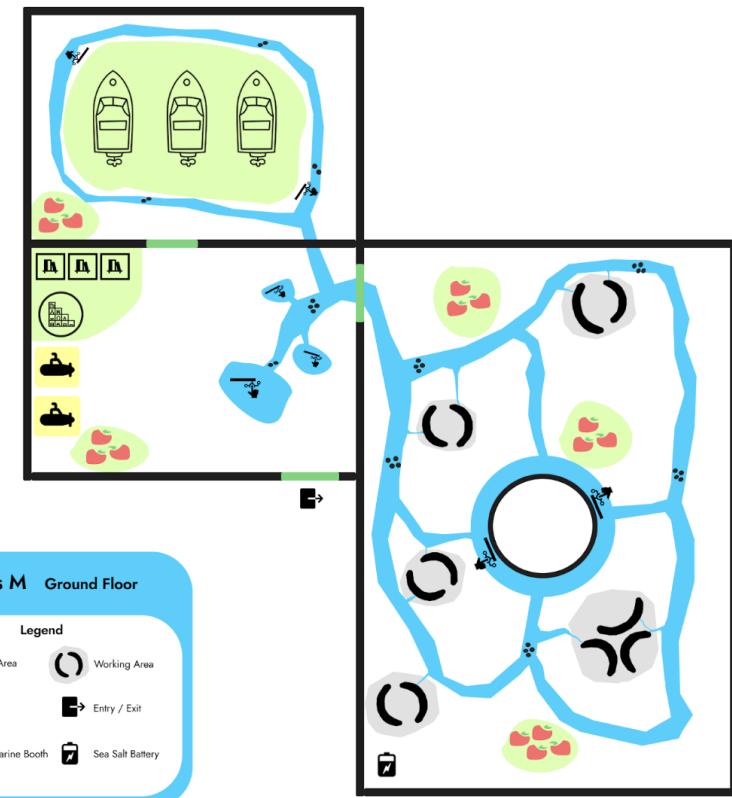
A water stream is projected on the floor, guiding people through the space. It helps them move naturally without needing instructions.

### 2nd Waterfall

This one adds a bit more to the experience, so visitors are already into the flow, and it keeps the engagement going.

### 3rd Waterfall

By now users are more used to interacting. This waterfall adds extra info to keep things interesting.



### Modular Furniture

These are cozy and moveable spots where people can sit, talk, or chill. It makes the space feel relaxed and open. It gives freedom to the visitor to create their own space as well, making them feel autonomous.

### Main Waterfall (Cylinder)

The big moment. This is where people can look into and learn about the Learning Communities and the projects and sessions that have happened. However this is only presented as teasers, to spark curiosity in creative visitors to join the communities. The overall experience is interactive and visually impressive.

### Sharing Device

Here, people can send their own input into the stream, like uploading content. It makes the whole thing feel more personal and connected. When content is uploaded a spark is created in the stream, making

# 14. Design Video

We ideated a lot on what and how can we show the space without it being too overwhelming. We needed a clear, easy storyline so that the users can focus more on the little details, than the complexity of the story.

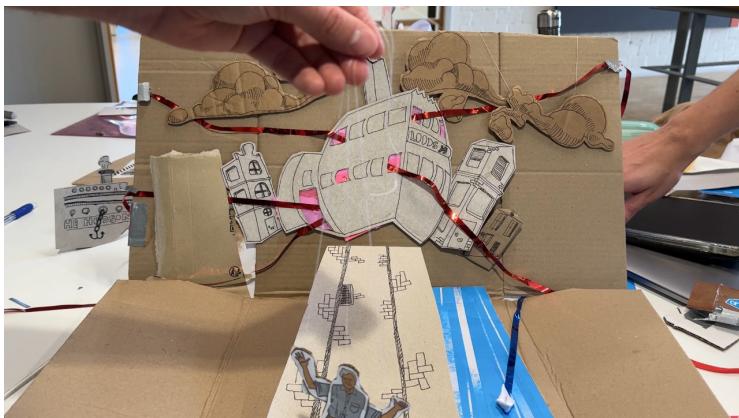
We decided to make a simple storyboard of the perspective from our user and also from the perspective of an LC. We wanted to take 2 different POVs, and merging their interaction in the middle, so that way we can show everything happening in Loods M.

We took a simple approach, and wanted to show some symbolism. We imagined everything in black and white, only the water flowing into Loods M being colorful and the inside of the warehouse with the items - showing that it brings joy and excitement into the users normal life.

After we were done with the storyboard we had a long ideation session on how can we show this in a video. It came up, that we should film it in our 3D model, or in the Sims, but none of them showed exactly what we wanted to tell to our clients.

<https://youtu.be/ggHJKqLSfMo>

Few of us already heard about cardboard style animations, and with a bit of change we decided we should head into that direction, since we already had a great cardboard maquette. We started to draw some things onto cardboard, but that didn't look that professional yet, so we decided to use mixed styles. Some of us drew on cardboard, while some of us used Procreate to make the colorful furniture we needed, then printed them out, and glued them onto the cardboard. When we met up and assembled the whole picture, we used a big cardboard piece as a backdrop, then we decorated, set up everything and made our own effects with waterbottles, torches and packagings. Then we used a phone to make the recordings. After the whole process, we added the Figma UI interactions in, and some animations that we made in Procreate dreams, to make the process come alive. We had so much fun doing this, and the outcome became much more lively and close to what we wanted to show. Afterwards we created a script. We imagined it in a fairytale story-style, slow paced, describing narration, with some slight sound effects, so the whole outcome is still not overwhelming. We asked our talented narrator, Sebastian to re-record some parts, and edited the video length and the narration length to fit each other perfectly. the upload visual.



# Appendix

